

# Montgomery County Pedestrian Safety Advisory Committee

## Progress Report, January 2004

### Executive Summary

In January 2002, Montgomery County's Blue Ribbon Panel on Pedestrian and Traffic Safety released their final report, which included 54 recommendations for improving pedestrian safety, organized around three primary disciplines: engineering, enforcement, and education ("the three E's"). Legislative recommendations were also included.

Two years after the release of the Blue Ribbon Panel report, Montgomery County has made significant progress in improving conditions for pedestrians. This forward momentum, which is only beginning to take hold, must continue and the County must continue to play a lead role in advancing the safety of pedestrians in this region.

This report, presented to the County Executive from the Pedestrian Safety Advisory Committee, summarizes the activities that have been accomplished to date, reviews the recent pedestrian safety data, and recommends a work plan and objectives for the coming year. Among the findings and recommendations in the report:

- Data: The number of pedestrian fatalities declined in 2003 but the number of collisions involving pedestrians increased, indicating a very modest improvement in the Pedestrian Safety Advisory Committee's goal of achieving a 50% reduction in pedestrian fatalities (i.e., a maximum of 7) by 2006.
- Eleven locations have been identified as priority areas or locations that have the most pedestrian collisions or are active pedestrian communities. These locations warrant focused attention within the County's pedestrian safety initiative.
- Enforcement, a cornerstone of Montgomery County's pedestrian safety campaign, continues to play a critical role in raising awareness about pedestrian laws and should be continued.
  - Pedestrian related citations in Montgomery County increased 300% in 2002 and targeted speed and red-light enforcement efforts continue to take place regularly in pedestrian areas throughout the County.
  - The County must maintain momentum in enforcing speeding, red light violations, and turning and crosswalk violations that impact pedestrians.
  - The introduction of speed cameras in neighborhoods and school zones must remain a priority.

- The County should embark on an organized and well-publicized effort to ticket pedestrian jaywalkers.
- Numerous education and outreach activities have sought to complement the enforcement efforts underway. The County has developed effective partnerships with the schools, firefighters, community groups, and with neighboring jurisdictions in an effort to spread a consistent and effective pedestrian safety message.
  - County resources leveraged more than a million dollars worth of radio and print advertising in both 2002 and 2003, raising awareness about pedestrian safety by more than 11%.
  - In partnership with the Latino Community, Montgomery County and the Maryland Highway Safety Office developed and launched a targeted pedestrian safety campaign within the Latino community. The campaign has reached thousands of people through a variety of mechanisms, including radio, press, and peer educators, resulting in an increase in awareness about pedestrian safety issues.
  - County staff, partners, and pedestrian advocate volunteers have participated in more than 60 community events, festivals, and press events reaching hundreds of thousands of people with the pedestrian safety message.
- Several engineering improvements were well-received and helpful in improving pedestrian safety in the County. The “toolbox” of pedestrian improvements should be utilized more often and more judiciously as the popularity and effectiveness of these “traffic calming” devices and mechanisms are proven.
  - A pedestrian impact statement was adopted by the County Executive and by the Parks and Planning Commission, in an effort to ensure that all future development in the County incorporate safe and inviting pedestrian access.
  - Highly popular and effective countdown signals were installed at 5 intersections in the County and will be installed in several others as the year unfolds. A lighted crosswalk was installed in Rockville.
  - A study of pedestrian conditions in Downtown Silver Spring was completed, resulting in a series of improvements (underway and planned), for improving pedestrian access and safety. A similar study, funded by the state, was started in Wheaton.
  - Improved signage and crosswalk striping took place throughout the County, with a special emphasis on improving conditions around schools;

nearly half of all County schools have received improved signage or crosswalks in the past three years. Sidewalks and lighting conditions were improved.

- An assessment of all County bus stops and schools was initiated in 2003 and should be completed in 2004, making way for a series of improvements to improve walking conditions for transit riders and students.

## **Background**

For the five years between 1997 and 2001, the number of pedestrian fatalities had exceeded the number of homicides in Montgomery County, raising concerns within the community about the issue of pedestrian safety and access. In June 2000, Montgomery County Executive Douglas M. Duncan appointed a Blue Ribbon Panel on Pedestrian and Traffic Safety to examine and address the issue of pedestrian safety.

The Blue Ribbon Panel, chaired by Bill Bronrott, State Delegate, collected data, analyzed trends, held field hearings, researched best practices, heard from national experts, and examined a number of pedestrian related issues including aggressive driving, drunk driving, road design, intersection safety, outreach, engineering and traffic calming.

The Panel's final report, released in January 2002, included 54 recommendations for improving pedestrian safety, organized around three primary disciplines: engineering, enforcement, and education ("the three E's"). Legislative recommendations were also included.

## **Pedestrian Safety Initiative**

The County Executive endorsed the Blue Ribbon Panel report and implemented two overarching recommendations from the report:

1. Designation of a staff person in the Offices of the County Executive to coordinate the County's pedestrian safety activities.
2. Creation of a new Pedestrian Safety Advisory Committee to oversee the implementation of the recommendations in the Blue Ribbon report.

The pedestrian safety initiative was launched. Schools, central business districts and transit areas were designated as priority areas because they combine a significant number of pedestrians with high traffic volumes.

## **Pedestrian Safety Advisory Committee**

The Montgomery County Pedestrian Safety Advisory Committee was formed in the summer of 2002 and held its first meeting in September 2002. The committee met seven times in 2003, holding its meetings at least once in each of the County's five regions in order to become more familiar with pedestrian conditions. The committee formed three subcommittees: Engineering, Education/Enforcement, and Legislative. Each subcommittee met during the past year and submitted a work plan for the coming year.

### **Progress Report**

The Pedestrian Safety Advisory Committee has worked closely with County staff and regional, state, and local jurisdictions to implement the recommendations in the Blue Ribbon Panel report. The following information provides an update of activities that have taken place in the past year.

#### **Enforcement**

In 2001, Montgomery County Police received special training and a grant from the Maryland Highway Safety Office to undertake targeted enforcement of the State's crosswalk laws. The County's first targeted enforcement (referred to as a crosswalk sting) took place in Bethesda in 2002 and was followed by several others throughout the subsequent eighteen months in other parts of the County.

The crosswalk enforcement program was initiated to increase driver compliance of a state law requiring pedestrians to stop for a pedestrian in a crosswalk. As Chart 1 indicates, the County issued 370 citations in 2002 related specifically to pedestrian safety, representing an increase of 300 percent from the prior year.

**Chart 1: Pedestrian-related Traffic Citations**

<b>Driver's</b>				<b>Pedestrian's</b>			
<b>Charge</b>	<b>Totals</b>			<b>Charge</b>	<b>Totals</b>		
	<b>2000</b>	<b>2001</b>	<b>2002</b>		<b>2000</b>	<b>2001</b>	<b>2002</b>
Driver failure to stop for pedestrian in crosswalk	8	54	214	Pedestrian unsafely crossing in path of vehicle	3	12	14
Driver failure to exercise due care to avoid pedestrian collision	2	25	30	Pedestrian may not cross roadway against Don't Walk	0	3	41
Driver passing vehicle stopped for pedestrian at crosswalk	0	0	9	Pedestrian failure when not in crosswalk to yield right of way to approach vehicle	4	13	20
				Pedestrian walking along and on adjacent roadway where sidewalk provided	1	7	42
<b>TOTAL</b>	<b>10</b>	<b>79</b>	<b>253</b>		<b>8</b>	<b>35</b>	<b>117</b>

The crosswalk enforcement program is a critical component of the County's pedestrian safety initiative for the following reasons:

1. Studies have proven that traffic safety education or enforcement efforts are significantly less effective when they are done in isolation than when they are combined as a joint effort; and,
2. The publicity generated by the news coverage of the crosswalk enforcement events has been highly effective in educating millions of people in the region about the pedestrian safety laws in Montgomery County.

In addition to the County's crosswalk enforcement program, the following enforcement related efforts have also taken place to support pedestrian safety:

- **Targeted Enforcement.** Police Districts focused on pedestrian priority areas (school and pedestrian zones) for focused enforcement of speeding, aggressive driving, and drunk-driving, throughout the year.
- **Speed Cameras.** The Montgomery County Police and the Pedestrian Safety Advisory Committee supported speed camera legislation which would have enabled the County to utilize speed enforcement technology to supplement the work of police officers. Although the legislation was approved by the Maryland General Assembly in the 2003 session, it was vetoed by the Governor.
- **Speed Enforcement.** Three new speed laser guns were distributed in June to police districts to aid with further speed enforcement.
- **Langley Park.** Takoma Park, Prince George's, and Montgomery County police participated in a joint education program focusing on the Langley Park area.
- **Pedestrian Warnings.** Pedestrians in several areas of the County received warnings and educational materials to increase compliance of pedestrian laws.

### **Education and Outreach**

In 2003, the County continued the Blue Ribbon Panel's successful record of raising public awareness of the issue of pedestrian safety. By drawing attention to the pedestrian safety engineering, education, and enforcement efforts underway, County staff and committee members have conducted and/or participated in more than 15 press events and interviews over the past twenty months reaching millions of people in the region and raising awareness about the importance of the issue.

The County's Public Information Office won a NACO award in 2003 for the successful outreach program and strategy. In addition to regular press events, the County has undertaken the following activities to educate drivers and pedestrians about the topic:

- **StreetSmart Mass Marketing Campaign.** On October 1, 2002, the County launched StreetSmart, a pedestrian safety outreach campaign developed through a partnership with the Metropolitan Washington Council of Governments. The campaign, which ran in October and November 2002, resulted in an 11% increase in regional awareness of pedestrian safety, an impressive statistic in light of the fact that news coverage during this period was dominated significantly by the sniper incident. The StreetSmart campaign, which featured messages and tips (also in Spanish) aimed at drivers, pedestrians, and bicyclists, included radio advertising, bus and shelter ads, posters and tip cards distributed to thousands of people in the region. The program was co-sponsored and supported by the Maryland Highway Safety Office.
- **Latino Outreach.** Following a recommendation from the Blue Ribbon Panel Report, Montgomery County staff applied for and received a grant (which the County matched) from the Maryland Highway Safety Office to implement a pedestrian safety campaign developed by and for Latinos. A Latino Pedestrian Safety Outreach Campaign Steering Committee was formed to guide development of the program which focused on a message for newly arrived Latinos. Focus groups reviewed all materials. An action plan and related materials (including tip cards and posters) were developed and distributed to thousands of businesses, residents, and community groups in October of 2003, after a highly successful launch event in D.C. with Mayor Anthony Williams, Fairfax County Supervisor Kate Hanley and County Executive Doug Duncan. Peer educators (Health Promoters) were also retained as part of the campaign to help distribute the information and materials. The Latino Firefighters Association has also become an important partner with the County as we move the pedestrian safety agenda forward in our Latino community.
- **Regional (FHWA) Pedestrian Safety Outreach.** In October 2003, the region, again, launched a pedestrian safety awareness campaign utilizing materials developed by the Federal Highway Administration. The campaign features posters and print ads that say “Imagine the Impact” which is similar to the message in our regional StreetSmart campaign and includes the StreetSmart logo. Radio and television public service announcements are an important part of the program. The regional campaign materials, which were also printed in Spanish, include the Latino materials developed by Montgomery County for newly arrived Latinos.
- **School Partnerships/Toolkits.** In 2003, MCPS and the County again joined forces to boost the pedestrian safety partnership. The County developed and distributed a pedestrian safety toolkit to every public school which included posters and tip cards, a video, and tips for engaging parents and students in the topic.
- **Elementary Schools Curriculum.** The state-sponsored pedestrian and bike safety curriculum is currently running in 10 Rockville elementary schools, funded

through a partnership with the Maryland Highway Safety Office and the City of Rockville. County staff has also identified 10 elementary schools in the Silver Spring area to teach physical education teachers and K-2 students pedestrian safety basics. Another two Montgomery County schools will receive the bike and pedestrian curriculum courtesy of the Washington Area Bike Association, which also received a grant from the state. The elementary school curriculum, which was approved by MCPS, teaches students, in a gym or outdoor setting, how to look left, right, and left before crossing the street. It is a great little program that is easily replicated and highly popular with parents and students.

- **CASA de Maryland.** CASA de Maryland has renewed its focus on pedestrian safety issues in Latino communities. Following a tragic winter that left at least four Latino pedestrians dead in the Langley Park and Long Branch communities, CASA issued a report and held a press conference to call attention to the issue of pedestrian safety among the Latino population.
- **National Pedestrian Safety Advocates Conference.** The National Congress for Pedestrian Advocates selected Silver Spring for their national conference to be held in early May 2004. This event has never been held on the East Coast; more than 250 advocates are expected to attend and take advantage of the proximity to the nation's capital and the various agencies in the vicinity. This will be a wonderful opportunity to both show off various local efforts and learn about other initiatives. Staff and committee members have been working with the National Congress to ensure a successful program.
- **Community Presentations.** Staff or committee members have made presentations to more than 30 groups in the past 20 months.
- **Safe Neighborhood Day.** The County continued its support of Safe Neighborhood Day, an annual grass-roots community education event. This year, all materials were translated into Spanish and distributed to various government agencies and associations which have contact with Spanish speaking communities in order to build participation by Latino neighborhoods. The event again drew media attention.
- **Educational Facilities Officers.** Montgomery County Police and MCPS security staff were briefed and presented with Pedestrian Safety Toolkits to aid in their commitment to help improve pedestrian safety in the schools.
- **Driver's book.** The new driver's education handbook includes improvements to the pedestrian safety information, thanks to staff input and the suggestion of the Blue Ribbon Panel report.
- **Walk to School Day.** The County again participated in the national Walk to School Day activities by co-hosting an event with the State of Maryland.

- **Pedestrian Safety Month.** The County hosted another pedestrian safety month in October by scheduling events and working with our partners to raise awareness about the issue. Schools, recreation centers and fire stations were enlisted to play an active role in promoting the message this year.
- **Events and Partnerships.** The Pedestrian Safety initiative has had a presence at approximately 12 different community events over the past 18 months including, Taste of Wheaton; Kidfest; Healthy Kids Day, etc. A new tabletop display will feature our new materials. County staff works with approximately 16 different groups throughout the year to help promote the pedestrian safety message and materials.
- **Wheaton.** The Wheaton Urban District Clean and Safe Team distributed hundreds of StreetSmart tip cards along with a coupon for a free donut (courtesy of DunkinDonuts) to those who crossed safely in the downtown Wheaton business district last spring. Another event was held in Wheaton on December 16 to raise awareness about the event.
- **Driver's Education Classes.** As recommended by the Blue Ribbon Panel, County staff applied for (but did not receive) a grant from the Maryland State Highway Office to develop and expand the pedestrian safety curriculum for driver's education courses.

### **Engineering Improvements**

County staff has received more than 150 different location-specific requests for pedestrian safety improvements which vary in scope and complexity. Staff at the County's DPWT and the Maryland State Highway Administration have made great strides in improving conditions for pedestrians. In 2003, the DPWT staff won a national award for sidewalk design guidelines.

Other engineering related activities include:

- **Pedestrian Impact Statement.** Park and Planning and Montgomery County government have implemented a pedestrian impact statement as part of the ongoing design and development process.
- **Lighted Crosswalk.** Two lighted crosswalks have been installed in the Twinbrook area of Rockville, as part of a joint effort between the City of Rockville and Montgomery County. The County and state are also exploring other locations for future installation.
- **Public Schools Assessments.** DPWT will assess all county public schools within the next year to determine the level of pedestrian safety need. A special team of county employees and volunteers will be trained to undertake the assessment surveys, which DPWT will collect and prioritize.



- **Countdown Signals.** The popular pedestrian countdown signals, now in five locations, will be expanded to another ten intersections in 2004.
- **Paddle Signs.** Pedestrian paddle signs that were installed at 7 locations throughout the County were studied and proven effective under most (but not all) conditions. DPWT staff will find ten additional locations for the paddle signs over the next few months.
- **Downtown Silver Spring.** A DPWT study of pedestrian and traffic circulation in downtown Silver Spring is completed and includes recommendations for a series of improvements for that area ranging from countdown signals at most intersections to improved timing of lights, pedestrian buffers, and other features.
- **Curb Markers.** Curb markers that warn pedestrians to “Cross at the Crosswalk” have been installed along Flower Avenue and other County roads. The markers (in Spanish and English), not yet approved by the state for use on state roads, have been requested by community members in Wheaton, Long Branch and Langley Park for Viers Mill, Georgia, Piney Branch, University and New Hampshire.
- **Bus Stops Study.** DPWT launched a study of bus stops in the County in order to improve pedestrian accessibility and safety. The study will get underway in 2004.
- **Long Branch/International Corridor.** Various improvements for Long Branch are “under study” or planned by the state, including improved lighting, new crosswalks, medians, improved signal timing and signage.
- **Wheaton.** A state-sponsored study of pedestrian safety improvements in Wheaton has been started.

## Trends and Data

Early in its formation, the Pedestrian Safety Advisory Committee endorsed the prior Blue Ribbon Panel goal of reducing pedestrian fatalities in the County by 50% over five years. Recent data (Chart 2) indicate that while the County has witnessed a slight drop in the number of fatalities in 2003, the number of pedestrian collisions increased.

**Chart 2: Pedestrian Fatalities and Collisions**

	2001	2002	2003
Pedestrian Fatalities	14	18	14
Pedestrian Collisions	378	435	515

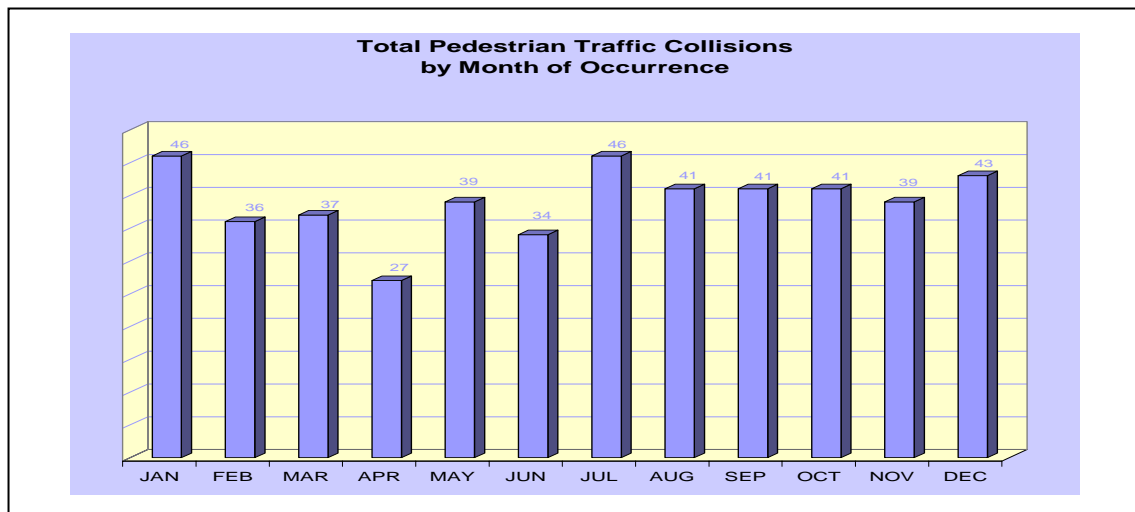
Staff with the Montgomery County Police Department has worked diligently over the past two years to collect and analyze data regarding pedestrian s and fatalities in the County.

A recent analysis of pedestrian collisions by the Montgomery County Police identified the following trends regarding pedestrian collisions:

### **Temporal Information**

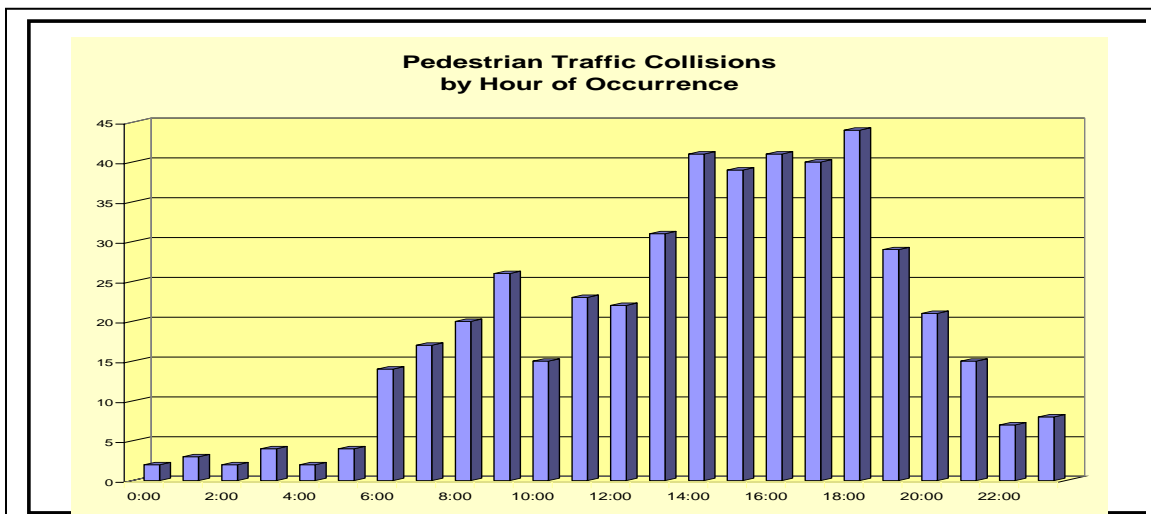
The number of pedestrian involved collisions in 2002 averaged 39.2 incidents per month, ranging from a high of 46 in both January and in July, to a low of 27 in April (Chart 3).

**Chart 3: Pedestrian Collisions by month, 2002**



Overall, pedestrian collisions reached its highest point, in excess of 39, between the fourteen and eighteen hundred hours with a steady increase prior to and after these times (Chart 4).

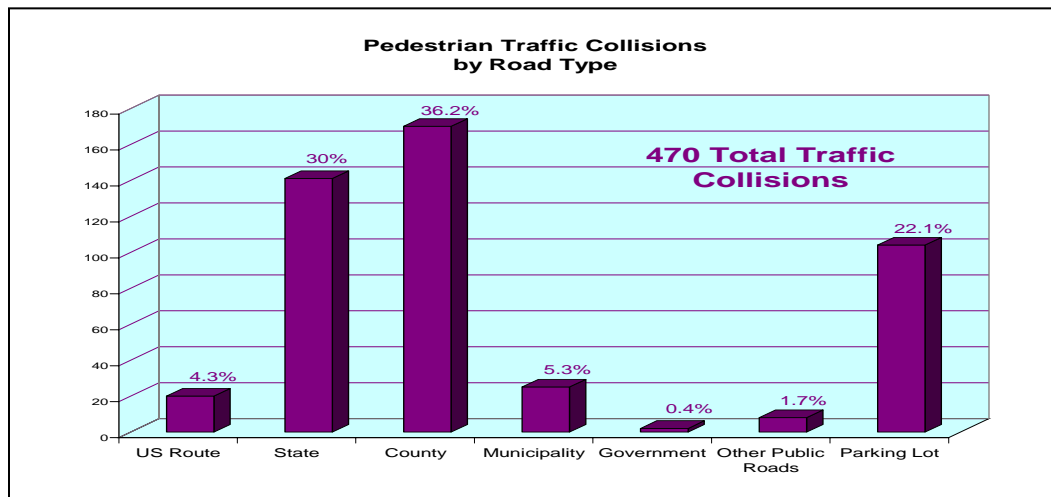
**Chart 4: Pedestrian Collisions by Time of Day, 2002**



For the late evening and early morning hours, between the twenty-two hundred hour and the five hundred hour, the total number of collisions is under 8 for each hour. The volume of traffic in the afternoon rush hour as well as throughout the day affects the number of pedestrian traffic collisions regardless of light and dark factors throughout the year.

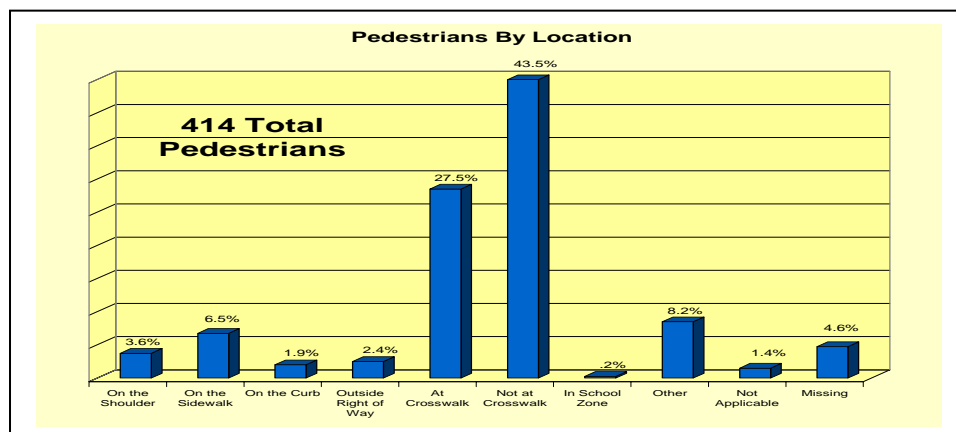
Pedestrian collisions have also been evaluated by type of road (Chart 5). An analysis of the types of roads in which the pedestrian collisions occurred, indicate that the majority of collisions occur on State roads 30% of the time and County Roads 36.2% of the time, with 22.1% of the collisions occurring in parking lots. The fact that nearly one-fifth of all traffic collisions in Montgomery County occur in parking lots is significant and further evaluation should take place in an effort to reduce this type of collision.

**Chart 5: Pedestrian Traffic Collisions by Road Type, 2002**



A review of the pedestrian's location at the time of the collision is important and reveals that the majority of pedestrians are not at a crosswalk (Chart 6). For pedestrians, 43.5% were not at a crosswalk compared to 27.5% at a crosswalk.

**Chart 6: Pedestrians by Location, 2002**



In addition, out of the 470 pedestrian collisions, 133 occurred at an intersection, 137 at a traffic light, and 75 at both the traffic light and in the intersection.

### **Visibility**

Visibility is an important component in pedestrian collisions. Often the driver does not have enough time to process and react to seeing a pedestrian in the roadway to avoid a collision. Wearing appropriate reflective material and/or light colored clothing makes it easier for a pedestrian to be seen by a driver. As few as 1.8% of the pedestrians struck in 2002 were wearing light clothing or clothing made from reflective material.

### **Movement**

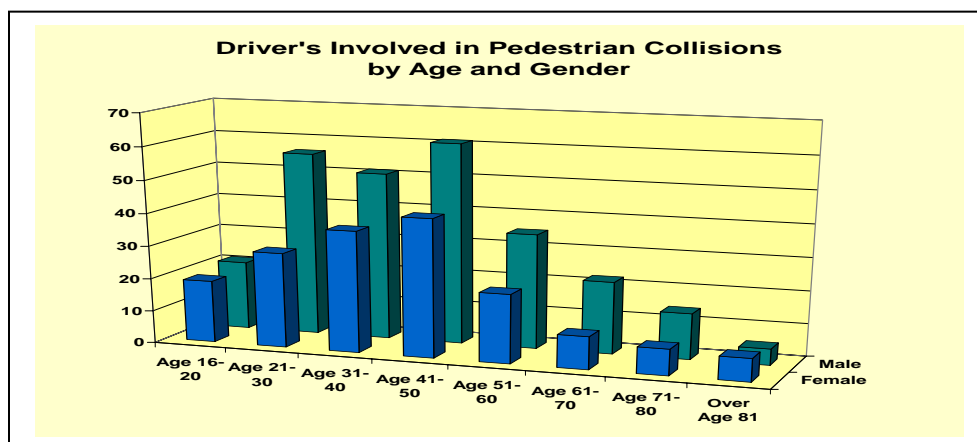
The MAARS Report captures information on the vehicle or pedestrian's movement just prior to a collision. There were 195 incidents (41%) where the fault was determined to be that of the pedestrians. These pedestrians were either crossing improperly or entering at the intersection in 24.6% of the incidents; or not crossing or entering at the intersection in 51.8% of the incidents.

For the 470 pedestrian traffic collisions, there were 197 (42%) where the fault was determined to be that of the driver. Just prior to the collision, the movement reflected for these driver's indicated they were making a left hand turn in 24.4% of the incidents; they were backing in 17.8% of the incidents; the driver's were moving at a constant rate of speed in 15.7% of the incidents; and they were making a right hand turn in 13.7% of the incidents.

### **Age Range**

The age of drivers involved in pedestrian collisions ranged in age from 16 to 97 (Chart 7). Approximately 14% were senior drivers, over 61 years of age. Approximately 8.5% were driver's under the age of 21.

**Chart 7: Age of Drivers Involved in Pedestrian Collisions, 2002**



## **Alcohol**

An analysis of 2002 data compiled by the Maryland State Highway Administration indicated that nearly 40% of all pedestrian fatalities and 11% of all pedestrian injuries involved alcohol or drug-impaired pedestrians.

## **Priority Areas List**

In its final report, the Blue Ribbon Panel identified several “hot spots” or intersections where the number of pedestrian collisions was higher than average. Since that time, the Committee has used current data to revise the list and to develop a new list of priority areas. Based on information provided by the State and County, the Committee has developed the following list of locations in the County that warrant focused attention because they have a significant number of pedestrian collisions and significant pedestrian traffic. The committee recommends that the Priority Areas List serve as the basis for prioritizing future pedestrian safety activities in engineering, enforcement and education.

**Chart 8: Priority Areas List, 2003/2004**

<ul style="list-style-type: none"><li>• Downtown Silver Spring</li><li>• Wheaton CBD</li><li>• Bethesda CBD</li><li>• Montgomery Village</li><li>• Rockville/White Flint</li><li>• Connecticut Avenue from Viers Mill to Isabell</li></ul>	<ul style="list-style-type: none"><li>• Rockville/Government Center</li><li>• Aspen Hill</li><li>• Long Branch</li><li>• White Oak/Hillendale</li><li>• Friendship Heights</li></ul>
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## **2004 Goals and Work Plan: Pedestrian Safety Advisory Committee**

The Committee has established the following goals and priorities for the coming year:

1. Support, advance and monitor implementation of the recommendations contained in the final report of the Montgomery County Blue Ribbon Task Force Panel on Pedestrian and Traffic Safety.
2. Advocate for maintaining a pedestrian safety coordinator and supporting staff within the executive branch of Montgomery County government specifically to coordinate, implement, and develop pedestrian safety programs, policies and activities.
3. Utilize the Priority Areas List to target engineering, enforcement and education initiatives.

4. Actively support increased federal, state and county funding for engineering, enforcement and education projects, programs and initiatives to improve pedestrian safety and walkable community needs. Ensure current level of effort is maintained (not cut) during state and county budget deliberations.
5. Support the National Congress for Pedestrian Advocates annual conference to take place in May, 2004 in Silver Spring. Use this opportunity to showcase Montgomery County's leadership in pedestrian safety and highlight Silver Spring as an example.

**Engineering:**

6. Urge timely completion of countywide bus stop study and expedite implementation of projects to encourage and enhance pedestrian safety in and around bus stops, particularly those located at intersections on the Priority Areas list.
7. Establish funding for improving lighting conditions in pedestrian areas, beginning with communities listed within the Priority Areas list. Review County and State lighting requirements/standards and develop a plan for improving lighting conditions within current resources.
8. Maintain and increase funding to expedite improving and replacing pedestrian crossing signs and markings in school zones. Urge timely completion of school engineering assessments to evaluate needs.
9. Provide sufficient funding for the countywide crosswalk striping program to reduce the 5.7 year cycle to no more than a 3 year cycle. Assess crosswalks and curb cuts and develop uniform standards
10. Review Montgomery County Road Code to improve conditions for pedestrians.
11. Evaluate the use and effectiveness of pedestrian impact statements, currently underway.
12. Encourage and evaluate the use of the "Engineering Toolbox" included in the Blue Ribbon Panel Report. The committee recommends that DPWT and SHA utilize more widely the techniques and technology described in the Engineering Toolbox. The committee requests a report describing how and where the toolbox has been utilized in the County, and plans for future use.
13. Incorporate Countdown Walk Signals at all intersections with significant pedestrian activity, as they are replaced.

**Enforcement:**

14. Encourage and support active program to enforce speed (monthly) and crosswalk (quarterly) violations.
15. Develop and implement a well-publicized effort to ticket pedestrians jaywalkers.
16. Support state legislation to remove the “must appear” requirement for crosswalk violations to encourage police to ticket more often.
17. Introduce and encourage use of speed camera technology in communities and school zones.
18. Boost support for enforcement activities among municipalities and within the Montgomery County Police Department by organizing one or two training and brainstorming seminars.
19. Collect traffic data from a sampling of school zones to better analyze and evaluate pedestrian safety conditions and enforcement opportunities.
20. Support legislation to strengthen laws to improve the safety of Montgomery County pedestrians, bicyclists and motorists.

**Education:**

21. Maintain support for an annual, regional mass marketing campaign.
22. Continue outreach efforts targeting the Latino populations.
23. Conduct pre and post campaign market research to evaluate impact of outreach efforts and campaigns.
24. Promote partnerships and/or sponsorships with outside entities to maximize the overall success of the outreach efforts.
25. Continue partnership with schools to reach children. Work towards goal of implementing the K-2<sup>nd</sup> Grade pedestrian safety curriculum in all County schools.
26. Educate pedestrians about improving their visibility.
27. Work with parking lot/garage owners on a campaign to improve pedestrian safety in these facilities.